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Lori's Unveils New 2024 Company White Paper

PLANO, TX. (May 23, 2024) — Lori's recently unveiled its new Company White Paper document to be utilized by current and future Partners as a tool for understanding changes and needs in the overall hospital experience, and how hospital retail—reimagined—is uniquely positioned to address them.

In 2023, Lori's concluded an extensive research initiative aimed at understanding the primary factors contributing to overall distress within hospitals among employees and visitors. Pinpointing problems to solve and solutions needed helped illuminate the pivotal role that retail within a hospital can play in enhancing the overall hospital experience.

Lori's partnered with Bixa, an award-winning market research company with extensive experience in consumer research. Qualitative and quantitative research across a large, national sample of participants resulted in several critical insights into what patients, visitors and hospital staff want and need.

Armed with insights backed by extensive research, Lori's Business Development team members can illustrate thoroughly how Lori's retail solutions can positively impact the overall hospital experience and ultimately, the hospital's bottom line.

Vice President of Corporate Development, Chris Gourdal stated, "The White Paper has been a tremendous piece of knowledge not only for our organization, but additionally, for our hospital partners. With a mission to provide nurture, inspiration, and comfort to hospital staff, patients, and visitors, we are able to really focus on how the hospital gift shop landscape has changed over the years and provide a service that people are truly looking for."

Katie Gettis, Vice President of Corporate Development, said, "The White Paper allows us to share factual data on the various pressure points that our Hospitals are experiencing every single day. The research emphasizes how critical the Retail Experience is for every Customer, which includes both Patients and Employees in addition to how the traditional Gift Shop concept must evolve. The White Paper has helped facilitate great dialogue between our Hospital Partners because they are witnesses to these shifts that have been captured by our extensive research."

To view a copy of Lori's 2024 Company White Paper, visit the following link: <https://www.lorisgifts.com/partner-with-us/>

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Lori's Gifts is a national operator of hospital gift shops with over 250 gift shops operating in hospitals across 34 states. Since 1982, Lori's has been the nation's leader in hospital gift shop management. For further information, please email: socialmedia@lorisgifts.com.

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